

Subject: Fwd: Vision Zero Los Angeles releases Request for Qualifications for Community-Based Organizations and Artists-\$250,000 in Funding available

From: Rita Moreno <rita.moreno@lacity.org>

Date: 10/20/2016 03:42 PM

To: Donald Duckworth <duckworth.donald@gmail.com>, Lisa Schechter <lisa@mediadistrict.org>, "John T. Walker" <john@thescbd.com>, Jim Omahen <jim@mediadistrict.org>, Danielle Condit <danielle@thescbd.com>, "Serrano, Chris" <chris.serrano@bhhscal.com>

FYI

----- Forwarded message -----

From: **LADOT Communications Office** <dot_public_info@lacity.org>

Date: Tue, Oct 18, 2016 at 1:02 PM

Subject: Vision Zero Los Angeles releases Request for Qualifications for Community-Based Organizations and Artists-\$250,000 in Funding available

To: miranda.paster@lacity.org



Vision Zero Los Angeles releases Request for Qualifications for
Community-Based Organizations and Artists
250,000 in Funding available for Community-Based Outreach and Education

Contact: rfq@carsla.net or visionzero@lacity.org

To download the RFQ application, please visit: [Vision Zero Los Angeles releases RFQ for Community-Based Organizations and Artists](#)

LOS ANGELES, CA (October 18th, 2016)

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The Los Angeles Department of Transportation (LADOT) has received approximately \$250,000 in funding from the California Office of Transportation Safety (OTS) to contract directly with community based organizations to implement innovative, creative and engaging, site-specific interventions, outreach, and education along 10 specific corridors suffering from some of the highest rates of traffic deaths and serious injuries in Los Angeles. This Vision Zero Community-Based Outreach and Education will bring awareness and advocacy to the issue of traffic safety, and aims to help eliminate traffic fatalities along 10 high-fatality corridors, or Vision Zero Impact Corridors. LADOT has contracted with Community Arts Resources (CARS) to coordinate the community-based outreach and education campaign.

A Request for Qualifications (RFQ) went public on October 17, 2016 for organizations and individuals who have knowledge and deep experience with specific communities located along high-priority corridors. These organizations and individuals will work directly with CARS to develop and implement creative solutions to community engagement and education on the issue of traffic safety in their communities.

Organizations, individuals, or teams are invited to submit their qualifications to be eligible to receive a grant of approximately \$25,000 per Vision Zero Impact Corridor to execute the scope of the Vision Zero

Counting my blessings... Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitvp_026712.png

The community-based outreach and education program will develop on-the ground, site-specific physical intervention(s) along high-fatality corridor(s). This may be accomplished by performing one or several of the following intervention strategies in any combination:

- Artist-led or creative interventions along the identified corridor(s) including sculpture, graphics, visuals, or time-based temporal projects
- Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #250
Los Angeles, CA 90012
Office (213) 978-1122
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The community-based organizations may work independently or in collaboration with other organizations within the targeted community. Arts organizations as well as individual artists are also encouraged to submit their qualifications.

Criteria for Selection

Qualifications will be reviewed based upon the following criteria.

- Direct experience with at least one of the identified communities and its challenges
- Proven experience executing community-based projects
- Past work using non-traditional approaches or creative approaches to community engagement
- Fiscally sound and responsible track records
- Understanding of the Vision Zero program and principles

Vision Zero Community-Based Outreach and Education Project Schedule

Specific engagement activities will develop from a planning phase that will occur after the contract has been awarded.

- RFQ Released (October 17)
- Questions regarding the RFQ (submitted by 11:00am on October 24 to rfq@carsla.net)
- Posting of Answers (October 28 by 5pm)
- RFQ Due (submitted by 4:00pm on November 4 to rfq@carsla.net)
- Panel Review (late November)
- Contracts Awarded (December 2016 - January 2017)
- Planning Phase (January, February, March 2017)
- Roll Out of Installations and Activities (April, May, June 2017)
- Wrap-up and evaluation of efforts (July, August, September 2017)

To download the application, please visit : [Vision Zero Los Angeles releases RFQ for Community-Based Organizations and Artists](#)

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.





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